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**First:** Philip Morris are recognized by eminent medical authorities as better for the nose and throat.

**Second:** Philip Morris provide enjoyment of the world's finest tobaccos—unmarred by throat irritation.

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# CALLING ALL SMOKERS_

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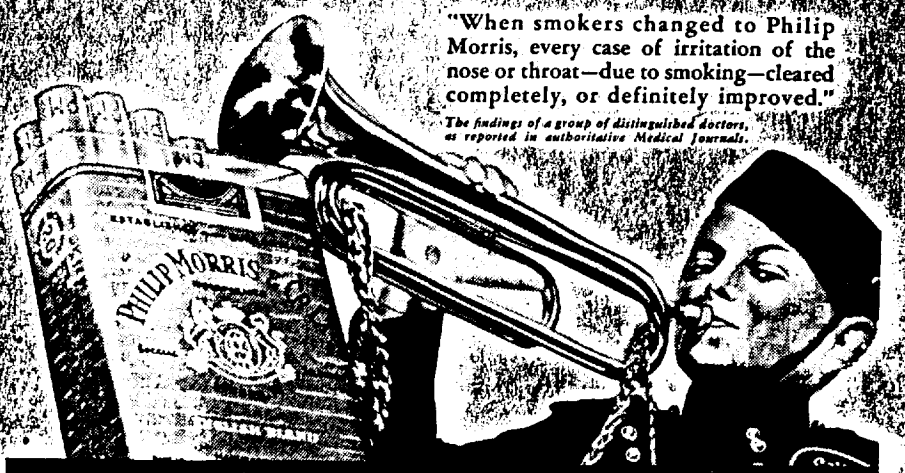
*The findings of a group of distinguished doctors, as reported in authoritative Medical Journals.*

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